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Message Text

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11
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
---------- 097833
R 240305Z NOV 76
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 6392

UNCLAS BANGKOK 32102

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJECT: WTDR/FTI - LERTVILAI PHANICH LIMITED PARTNERSHIP

REF: USDOC 18645

1. THAILAND 2. CNTRY CODE: 549 3. SER. NO: 0030700
4. LERTVILAI PHANICH LIMITED PARTNERSHIP
4A. CODE: P
5. 788-790 NEW ROAD, SIANG KONG
6. BANGKOK, THAILAND
7. ESTABL: 1952 8. EMPL: 45 9. SIZE: (20-X)
MEDIUM
10. REPUTATION: (22-X) GOOD
11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED
IN ORDER OF IMPORTANCE: NA
12. RPT. DATE: 11/76
13A. 38423/1235 IMP. AND DISTR. OF WELDING HELMETS AND MASKS.
13B. 36231"12?4' 8.0. AND DISTR. OF WELDING MACHINERY AND ACCESSOR-
IES.
13C. 36240/01235 MANU. IMP. AND DISTR. OF WELDING ELECTRODES
AND WIRES.
13D. 34434/1235 IMP. AND DISTR. OF GAS CYLINDERS.
13E. 35483/1235 IMP. AND DISTR. OF ACETYLENE WELDING AND CUTTING
APPARATUS.
13D. 28132/03 MANU. AND DISTR. OF INDUSTRIAL GASES.
13G. 28990/1235 IMP. AND DISTR. OF FLUXES (WELDING CHEMICALS)
13H. 25310/235 IMP. AND DISTR. OF CRUSHING EQUIPMENT FOR FEED-
STUFFS.
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14. CONTACT: CHAO ABHINORASAETH TITLE: SALES MANAGER.

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15. CABLE: LERTVILAI BANGKOK 16. TELEX: NA
17. TEL: 2331735, 2342646.
18. FINANCIAL REFS: BANGKOK BANK LTD.. 9 SUAPA ROAD, BANGKOK;
LAEM THONG BANK LTD., 289 SURAWONGSE ROAD, BANGKOK; SIAM
COMMERCIAL BANK LTD., 1060 NEW ROAD, BANGKOK.
19. TRADE REFS: HOBART BROTHERS COMPANY, TROY, OHIO 45373.
20. AGENCY REP: HOBART BROTHERS COMPANY, TROY, OHIO,
WELDING EQUIPMENT AND WELDING ELECTRODE, ACQ: 1954; NIPPON
STEEL WELDING PRODUCTS & ENGINEERING CO., LTD., TOKYO, JAPAN,
WELDING ELECTRODES, ACQ: 1954; J.U.W. MULLER G.M.B.H., KOLN,
W. GERMANY, GAS WELDING EQUIPMENT, ACQ: 1954; ARCAIR CO.,
LANCASTER, OHIO, GAUGING ELECTRODE AND EQUIPMENT, ACQ: 1974.
21. SUBJECT FIRM WAS ORIGINALLY FOUNDED IN 1939 AS A SOLE
PROPRIETROSHIP UNDER THE NAME OF LERTVILAI PHANICH, FIRM WAS
RE-ORGANIZED AND REGISTERED AS A LIMITED PARTNERSHIP UNDER THE
PRESENT NAME IN 1952 WITH A REGISTERED CAPITAL OF $60,000.
FIRM OPERATES AS IMPORTER, DISTRIBUTOR AND MANUFACTURER,
HANDLING WELDING ELECTRODES, MACHINERY AND CHEMICALS, GAS CUTTING
EQUIPMENT, SAFETY EQUIPMENT, GAS CYLINDERS, AND CRUSHING
MACHINERY. FIRM HAS LONG BEEN THE SOLE DISTRIBUTOR IN THAILAND
FOR HOBART WELDING EQUIPMENT AND SUPPLIES. FIRM NOW HAS 45
EMPLOYEES, FOURTEEN OF WHOM ARE TRAVELLING SALESMEN. FIRM IS
AFFILIATED WITH SIAM OXYGEN & ACETYLENE CO., LTD. (WTDR-9/69/,
AN INDUSTRIAL GAS PRODUCER AND WITH THE ABHINORASAETH TRADING
COMPANY (NO WTDR), A MACHINERY DEALER. FIRM'S BUSINESS APPEARS
TO BE WELL MANAGED AND STEADILY GROWING. ITS ANNUAL SALES
IN 1975 WERE REPORTED TO BE ABOUT $3 MILLION, WHICH WAS
TRIPLE THAT OF 1969. LOCAL BANK REPORTS FAVORABLY ON THE FIRM.
FIRM IS CONSIDERED RELIABLE FOR NORMAL BUSINESS ENGAGEMENTS.
2. PREPARED BY: S. SAMRAN APPROVED BY: THOMAS C. STAVE
AT: AMEMBASSY BANGKOK
WHITEHOUSE

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TAGS: BEXP, TH
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